BRANDING GUIDELINES

PACAC

Pennsylvania Association for College Admission Counseling

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The purpose of this visual guide is to ensure continuity when using the PACAC corporate brand, both internally and externally.

This is essential for protecting the integrity of the brand image and maintaining strong visual recognition, resulting in brand awareness that represents the quality and value PACAC provides.

PACAC's corporate image consists of the logo, color schemes, type styles and style elements.

PACAC

Introduction

A mission of support, advocacy and professional development
The journey each student takes while moving through high school and into the future may be unique—but all young adults can benefit from helping hands along the way. Our mission is to provide guidance and resources for students and their families while promoting supportive professional development for high school, college and independent counselors. Along with our members, thousands of students and families throughout Pennsylvania count on us to advocate for access to quality post-secondary educational opportunities.

MISSION
Empowering members with diverse professional needs to support access to postsecondary pathways and advocate for equity and ethics in education.

VISION
Professionals are empowered. Members feel supported.
Students have equitable access to postsecondary pathways.

CORE VALUES
- Organizational Stewardship
- Ethics and Integrity
- Advocacy Volunteerism and Service
- Diversity, Equity, Inclusion and Justice

PACAC's brand should never lose sight of its vision, mission, and core values.

PACAC

Primary Logo

Keystone ———

PACAC

Logotype

VARIATIONS

PACAC

Pennsylvania Association for College Admission Counseling ——— with the words *Pennsylvania Association for College Admission Counseling*

PACAC

Pennsylvania Association for College Admission Counseling
PO Box 859, Enola, PA 17025   www.pacac.org ——— with the address and website

The logo is the cornerstone of PACAC's visual brand identity.

The PACAC primary marks have three components:
- the Keystone,
- the logotype (typeface)
- the options of including the words Pennsylvania Association for College Admission Counseling with or without the address and website — all carefully sized and letterspaced underneath the letters "PACAC."

The primary logo should be used for audiences that are familiar with PACAC.

If the intended audience is not expected to know PACAC, the variation with the association name spelled out should be used.

The version with the address and website should be used in formal situations, like the letterhead.

PACAC

Secondary Logo

——— Stand alone "P" centered inside the keystone

The PACAC "P" is an alternate mark, less formal than the Association's primary marks and is intended for limited uses. The "P" may be used in the various PACAC Standing Committee marketing materials where a separate committee event logo may be the prominent mark. The alternate "P" mark may also be used in social media, on promotional items, the PACAC website, and *The Pacer*.

PACAC

Logo Usage

All PACAC Standing Committee members and their chairpersons and members of the PACAC President's Council should use the PACAC primary logo in all communications, conference materials, and presentations. If there is a compelling reason for an exception, beyond that of *The PACER* Newsletter, a request must be approved by the current PACAC President, Executive Director, and the Director of Marketing to be contacted through the PACAC Office at info@pacac.org.

In addition, PACAC members may use the PACAC logo in their email signature, on their website, on their business cards, or on other promotional materials. The Pennsylvania Association for College Admission Counseling (PACAC) Bylaws (Article II.1.) states, "All members shall be in agreement with the purposes of PACAC and ensure high professional standards in the recruitment of students and the transition to postsecondary education."

Several PACAC programs have official logos that may be used by the organizers of the programs for promotional and communication purposes. Participants who successfully complete PACAC programs may receive an official digital badge from PACAC to use on social media and in their email signature. All logo usage requirements outlined below pertain to the use of PACAC program logos and badges.

While members are encouraged to identify themselves and their institutions as PACAC members, such identification shall not be used in a manner that suggests or implies endorsement by PACAC.

Logo Usage

The following rules govern usage of the association's logo

I. All versions of the PACAC logo including primary, secondary, and ancillary marks may be used by PACAC members only.

II. Members must include the following statement when using the PACAC logo to show their membership in PACAC:

> *"(Insert institution/organization or individual name) is a member of the Pennsylvania Association for College Admission Counseling."*

III. The PACAC logo is a registered mark owned by the Pennsylvania Association for College Admission Counseling. The PACAC logo may not be altered in any way by any party.

IV. A member's use of the PACAC logo shall not damage PACAC's reputation or endanger PACAC's rights in the use of the logo.

V. PACAC members may request electronic versions of the logo from the association and must adhere to the following rules:

   a. The primary PACAC logo may be placed next to, but may not be incorporated into, any other logo or graphic design. Likewise, the logo may not be combined or placed over other design elements such as photography, type, or borders.

   b. The logo's original horizontal-to-vertical proportions must remain intact, and the logo's color should not be changed.

   c. The logo's association title must remain legible.

   d. Members may only use the version of the logo provided by PACAC.

   e. Members may not copy the logo from the PACAC website or other sites/sources for placement on personal or professional materials.

VI. Use of the PACAC logo is a member benefit and may only be displayed by members of PACAC. If PACAC membership is terminated for any reason, the PACAC logo must be removed from all websites, electronic communication and printed materials immediately.

VII. PACAC may revoke any member's right to use the logo if the member fails to adhere to this policy for any reason.

VIII. Failure to follow the PACAC policy on member identification with PACAC may also serve as the basis for censure, suspension or termination of membership.
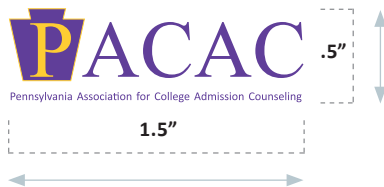
Logo Usage

Use proper white space around logo. White space should measure half the height of the keystone.

A single-color logo may be used for black and white printing, or clothing/promotional products.

Logo Size Guidelines

Pennsylvania Association for College Admission Counseling

.5"

1.5"

The version of the logo with the association name spelled out should never be used smaller than .5" tall and 1.5" wide.

Logo Usage

Incorrect Usage

PACAC — Never alter the color of the logo.

PACAC — Never distort the logo or change the scale of the letters.

PACAC STATE COLLEGE — Never incorporate the PACAC logo into another logo.

PACAC — Do not apply drop shadows or special effects.

PACAC NEW — Never overlay type or additional graphics over the logo.
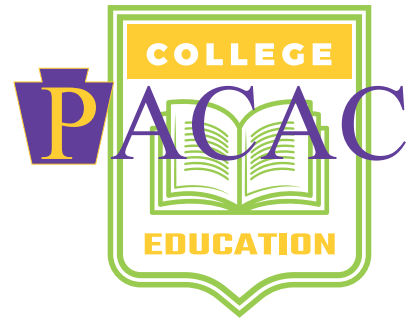
PACAC COLLEGE EDUCATION — Never place the PACAC logo over other design elements.

PACAC

Color

Coated Paper

PMS 266 C

CMYK: 76-90-0-0 (PRINT)
RGB: 117-59-189 (ON SCREEN)
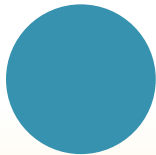HEX: 753bbd (WEB CODE)

PMS 123 C

CMYK: 0-19-89-0 (PRINT)
RGB: 255-199-44 (ON SCREEN)
HEX: ffc72c (WEB CODE)

Secondary Colors

The primary brand colors must always be prominent, but secondary colors have been developed to support the educational program offerings, and can be used as accent colors in marketing pieces.
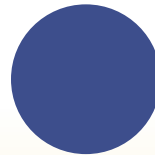
Advocacy/ Leadership
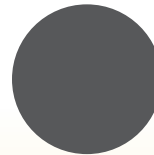CMYK: 57-0-2-34
RGB: 60-146-174
HEX: 3c92ae

Camp College
CMYK: 44-0-89-0
RGB: 155-203-80
HEX: 9bcb50

Summer Institute
CMYK: 58-0-100-28
RGB: 88-148-50
HEX: 589432

Enrollment/Middle Management
CMYK: 88-78-16-4
RGB: 61-78-139
HEX: 3d4e8b

Ethical Leadership
CMYK: 0-0-0-80
RGB: 88-89-91
HEX: 58595b

Please note: If you are printing on uncoated paper, the colors are PMS 7665 U (purple) and PMS 7404 U (gold). It is very important for consistency to use the correct PMS formulation on the corresponding paper since these colors vary.

Uncoated Paper

PMS 7665 U

CMYK: 58-79-0-0 (PRINT)

PMS 7404 U

CMYK: 0-10-100-0 (PRINT)

Typography

CALIBRI

Calibri is the primary font used for most communication. It is widely available and highly legible.

Weight	Usage
Light	*The PACER* only
Light Italic	*The PACER only*
Regular	All other communication
Italic	All other communication
Bold	*The PACER* & all other communication
Bold Italic	*The PACER* & all other communication

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$%&#

Calibri regular

TIMES NEW ROMAN

Times New Roman can be used as a secondary font. It is the font used in the PACAC logo, and is a nice contrast with Calibri.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$%&#

PACAC

Typography — Secondary Fonts (Sans Serif)

DAYTONA CONDENSED

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v q x y z

for use in Word

TT BACKWARDS SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

for use in Canva

EASTMAN CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Alternate free font

The world of social media has opened up the oppotrunity for a greater range of expressive communication through typography, so we have included additional fonts to select from.

Daytona Condensed is the approved sans serif font, and goes well with the ancillary program logos. Its condensed profile allows text to fit easily in small spaces.

Daytona Condensed is available in Microsoft 365. In Canva, Backwards Sans is the comparable font. If neither of these is available, Eastman Condensed is available as a free download.

PACAC

Typography — Secondary Fonts (Casual/Fun)

DREAMING OUTLOUD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v q x y z
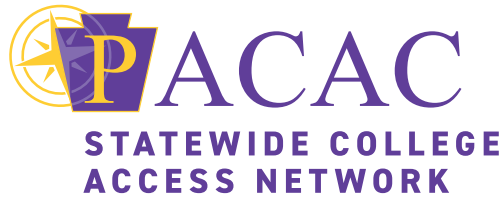
for use in Word

Dreaming Outloud is a fun and casual accent font. It is available in Microsoft 365 and in Canva. Bond Story is available as a free download.

BOND STORY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Alternate free font

PACAC

Ancillary Logos

PACAC
STATEWIDE COLLEGE
ACCESS NETWORK

PACAC
PROGRAMS

These logos were developed to support PACAC's educational and ancillary programs. The full logos are used to represent the programs, and small icon badges are available for participants who compete the training programs and will indicate year of completion.

P ADVOCACY LEADERSHIP
P ALP 2024

P CAMP COLLEGE
P CC 2024

P ENROLLMENT AND MIDDLE MANAGEMENT INSTITUTE
P EMMI 2024

P ETHICAL LEADERSHIP
P ELP 2024

P SUMMER INSTITUTE
P SI 2024

PENNSYLVANIA SCHOOL COUNSELORS ASSOCIATION

CCEP

PACAC

P CCEP 2024

PACAC

Style Elements

Illustrations

Illustrations are welcome, and should be rendered in shades of PACAC purple.

Photographs

Photographs of specific individuals or real events should be rendered in full color. Photos for marketing or illustration purposes should be tinted purple.

The angled striped header is an element that is used consistently in PACAC communication pieces, along with the dots circle. These elements can provide interest and texture.

PACAC